

## **AMENDMENTS TO THE CLAIMS**

*Please amend claims 1, 11 and 30, and add new claims 50-52 as follows (all pending claims and their status identifiers are reproduced below):*

1. (Currently Amended) A method for generating a customized proposal in the development of insurance plans for a customer, the method comprising steps of: storing customer data within a database in a computer system by using one or more modules, the database having stored therein insurance plan products with plan requirements data; determining if a particular insurance plan may be offered but is not currently available to the customer based upon the stored plan requirements data and either the stored customer data or user selected plan options by using the one or more modules, the user selected plan options being obtained from an input device of the computer system; presenting a description of insurance plan options available to the customer on a display device of the computer system based upon the stored customer data and the user selected plan options by using the one or more modules, the description of insurance plan options including an indication that a particular insurance plan has been determined to not be currently available to the customer; and generating a customized proposal in the computer system based upon a selection made from the presented insurance plan options that includes a description of an insurance plan by using the one or more modules, at least a portion of the customer data, and estimated costs for the insurance plan.

2. (Previously Presented) The method of claim 1 further comprising a step of printing the customized proposal.
3. (Previously Presented) The method of claim 1 wherein the generating step comprises providing insurance company data as part of the customized proposal.
4. (Previously Presented) The method of claim 1 further comprising a step of providing the customized proposal in electronic form to the customer.
5. (Previously Presented) The method of claim 1 wherein the generating step comprises deriving the estimated costs from information stored in the database.
6. (Previously Presented) The method of claim 1 further comprising a step of obtaining the user selected plan options from the input device of the computer system.
7. (Previously Presented) The method of claim 1 wherein the indication that a plan has been determined to not be currently available to the customer comprises conditions which are not met for the customer to qualify for the offered but currently not available insurance plan.
8. (Previously Presented) The method of claim 1 wherein the presenting step comprises:  
selecting, with the input device, one or more sets of possible insurance plans  
from the insurance plan options presented to the customer on the display  
device;  
determining an estimated cost for each of the selected sets of insurance plans;  
and

generating a customized comparison for the possible set of insurance plans in the sales computer system that includes the customer data, the description of the selected insurance plans, and the estimated costs for the selected set of insurance plans.

9. (Previously Presented) The method of claim 1 wherein the available insurance plan options comprise a plurality of health insurance plans.
10. (Previously Presented) The method of claim 1 further comprising a step of transmitting the customer data and user selected plan options from the computer system to a remote server system for processing of a request for insurance.
11. (Currently Amended) A computer program product readable by a computer system having computer-executable instructions that when executed cause a processor of the computer system to perform method steps for generating a customized proposal in the development of insurance plans for a customer, the method comprising steps of:
  - storing customer data within a database in the computer system by using one or more modules, the database having stored therein insurance plan products with plan requirements data;
  - determining if a particular insurance plan may be offered but is not currently available to the customer based upon the stored plan requirements data and either the stored customer data or user selected plan options by using the one or more modules, the user selected plan options being obtained from an input device of the computer system;
  - presenting a description of insurance plan options available to the customer on a display device of the computer system based upon the stored customer data and the user selected plan options by using the one or more modules, the description of insurance plan options including an indication

that particular insurance plan has been determined to not be currently available to the customer; and  
generating a customized proposal in the computer system based upon a selection made from the presented insurance plan options that includes a description of an insurance plan by using the one or more modules, at least a portion of the customer data, and estimated costs for the insurance plan.

Claims 12-19. (Canceled)

20. (Previously Presented) The method of claim 1 wherein the generating step comprises providing an insurance plan as part of the customized proposal.
21. (Previously Presented) The method of claim 1 wherein the generating step comprises providing insurance application forms as part of the customized proposal.
22. (Previously Presented) The method of claim 1 wherein the generating step comprises providing benefit charts data as part of the customized proposal.
23. (Previously Presented) The method of claim 1 wherein the generating step comprises providing provider information data as part of the customized proposal.
24. (Previously Presented) The method of claim 1 wherein the available insurance plan options comprise a plurality of dental insurance plans.
25. (Previously Presented) The method of claim 1 wherein the available insurance plan options comprise a plurality of life insurance plans.

26. (Previously Presented) The method of claim 1 wherein the available insurance plan options comprise a plurality of disability insurance plans.
27. (Previously Presented) The method of claim 1 wherein the insurance plan comprises a set of insurance plans.
28. (Previously Presented) The method of claim 1 wherein the storing step comprising storing the customer data and insurance plan products in a relational database that is hosted in a networked environment with portions stored in a remote memory storage device.
29. (Previously Presented) The method of claim 1 wherein the storing step comprising storing the customer data and insurance plan products in a relational database comprising a plurality of modules.
30. (Currently Amended) A computer system for generating a customized proposal in the development of insurance plans for a customer, the system comprising:
  - an input device configured to prompt a user of the computer system to input customer data by using one or more modules;
  - a system memory having stored within a database input customer data and insurance plan products information including plan requirements data and plan options;
  - a display device; and
  - a processor unit, operatively coupled to the input device, system memory, and display device, that is configured to: (i) determine if a particular insurance plan may be offered but is not currently available to the customer based upon the stored plan requirements data and either the stored customer data or user selected plan options by using the one or more modules, the

user selected plan options being obtained from the input device, (ii) present a description of insurance plan options available to the customer on the display device based upon the customer data and the user selected plan options by using the one or more modules, the description of insurance plan options including an indication that a particular insurance plan has been determined to not be currently available to the customer, and (iii) generate a customized proposal based upon a selection made from the presented insurance plan options that includes a description of an insurance plan by using the one or more modules, at least a portion of the customer data, and estimated costs for the insurance plan.

31. (Previously Presented) The computer system of claim 30 further comprising a printer, operatively coupled to the processor unit, configured to print the customized proposal.
32. (Previously Presented) The computer system of claim 30 wherein the processor unit is configured to provide insurance company data as part of the customized proposal.
33. (Previously Presented) The computer system of claim 30 wherein the processor unit is configured to provide an insurance plan as part of the customized proposal.
34. (Previously Presented) The computer system of claim 30 wherein the processor unit is configured to provide insurance application forms as part of the customized proposal.

35. (Previously Presented) The computer system of claim 30 wherein the processor unit is configured to provide benefit charts data as part of the customized proposal.
36. (Previously Presented) The computer system of claim 30 wherein the processor unit is configured to provide provider information data as part of the customized proposal.
37. (Previously Presented) The computer system of claim 30 wherein the processor unit is configured to provide the customized proposal in electronic form to the customer.
38. (Previously Presented) The computer system of claim 30 wherein the processor unit is configured to derive the estimated costs from information stored in the database.
39. (Previously Presented) The computer system of claim 30 wherein the input device is configured to prompt the user to input selected plan options.
40. (Previously Presented) The computer system of claim 30 wherein the indication that a plan has been determined to not be currently available to the customer comprises conditions which are not met for the customer to qualify for the offered but currently not available insurance plan.
41. (Previously Presented) The computer system of claim 30 wherein the processor unit is configured to: (i) select, based on user input from the input device, one or more sets of possible insurance plans from the insurance plan options presented to the customer on the display device, (ii) determine an estimated cost for each of the selected sets of insurance plans, and (iii) generate a customized

comparison for the possible set of insurance plans in the sales computer system that includes the customer data, the description of the selected insurance plans, and the estimated costs for the selected set of insurance plans.

42. (Previously Presented) The computer system of claim 30 wherein the available insurance plan options comprise a plurality of health insurance plans.
43. (Previously Presented) The computer system of claim 30 wherein the available insurance plan options comprise a plurality of dental insurance plans.
44. (Previously Presented) The computer system of claim 30 wherein the available insurance plan options comprise a plurality of life insurance plans.
45. (Previously Presented) The computer system of claim 30 wherein the available insurance plan options comprise a plurality of disability insurance plans.
46. (Previously Presented) The computer system of claim 30 further comprising a logical connection to a remote computer operatively coupled to the processor unit, the processor unit being configured to transmit the customer data and user selected plan options from the computer system to the remote computer for processing of a request for insurance.
47. (Previously Presented) The computer system of claim 30 wherein the insurance plan comprises a set of insurance plans.
48. (Previously Presented) The computer system of claim 30 wherein the database comprises a relational database that is hosted in a networked environment with portions stored in a remote memory storage device.

49. (Previously Presented) The computer system of claim 30 wherein the database comprises a relational database comprising a plurality of modules.
50. (New) A method for generating a customized proposal in the development of insurance plans for a customer, the method comprising:  
storing customer data within a database in a computer system by using one or more modules, the database having stored therein insurance plan products with plan requirements data;  
comparing the customer data with the plan requirements data from the stored insurance plan products by using the one or more modules;  
determining if a particular insurance plan may be offered but is not currently available to the customer based upon the stored plan requirements data and either the stored customer data or user selected plan options by using the one or more modules, the user selected plan options being obtained from an input device of the computer system;  
presenting a description of insurance plan options available to the customer on a display device of the computer system based upon the stored customer data and the user selected plan options by using the one or more modules, the description of insurance plan options including an indication that a particular insurance plan has been determined to not be currently available to the customer; and  
generating a customized proposal in the computer system that is different from the stored insurance products by the comparing the customer data and the determining of the particular insurance plan, based upon a selection made from the presented insurance plan options that includes a description of an insurance plan by using the one or more modules, at least a portion of the customer data, and estimated costs for the insurance plan.

51. (New) A computer program product readable by a computer system having computer-executable instructions that when executed cause a processor of the computer system to generate a customized proposal in the development of insurance plans for a customer by:
- storing customer data within a database in the computer system by using one or more modules, the database having stored therein insurance plan products with plan requirements data;
  - comparing the customer data with the plan requirements data from the stored insurance plan products by using the one or more modules;
  - determining if a particular insurance plan may be offered but is not currently available to the customer based upon the stored plan requirements data and either the stored customer data or user selected plan options by using the one or more modules, the user selected plan options being obtained from an input device of the computer system;
  - presenting a description of insurance plan options available to the customer on a display device of the computer system based upon the stored customer data and the user selected plan options by using the one or more modules, the description of insurance plan options including an indication that particular insurance plan has been determined to not be currently available to the customer; and
  - generating a customized proposal in the computer system that is different from the stored insurance products by comparing customer data and the determining of the particular insurance plan, based upon a selection made from the presented insurance plan options that includes a description of an insurance plan by using the one or more modules, at least a portion of the customer data, and estimated costs for the insurance plan.
52. (New) A computer system for generating a customized proposal in the development of insurance plans for a customer, the system comprising:

an input device configured to prompt a user of the computer system to input customer data by using one or more modules;

a system memory having stored within a database input customer data and insurance plan products information including plan requirements data and plan options;

a display device; and

a processor unit, operatively coupled to the input device, system memory, and display device, that is configured to: (i) compare the customer data with the plan requirements data from the stored insurance plan products by using the one or more module by using the one or more modules, (ii) determine if a particular insurance plan may be offered but is not currently available to the customer based upon the stored plan requirements data and either the stored customer data or user selected plan options by using the one or more modules, the user selected plan options being obtained from the input device, (iii) present a description of insurance plan options available to the customer on the display device based upon the customer data and the user selected plan options by using the one or more modules, the description of insurance plan options including an indication that a particular insurance plan has been determined to not be currently available to the customer, and (iv) generate a customized proposal that is different from the stored insurance products by comparing customer data and the determining of the particular insurance plan, based upon a selection made from the presented insurance plan options that includes a description of an insurance plan by using the one or more modules, at least a portion of the customer data, and estimated costs for the insurance plan.